

LOCAL AREA AGREEMENTS 'THE SPORT AND PHYSICAL ACTIVITY OFFER'

INTRODUCTION

- 1 Sport England has embarked on a major new programme to **simplify the development of sport and physical activity** at the local level, demonstrating a **single line of accountability** between Government objectives and local delivery. This will also support the devolution of planning and decision-making to the local level, via co-operation between County Sports Partnerships and local 'Sport and Physical Activity Alliances'.

AIMS

- 2 Sport England is investing in grass roots sport in order to meet the shared PSA targets of:
 - **increasing the take up of cultural and sporting opportunities by adults and young people aged 16+ from priority groups [DCMS PSA 3]; and**
 - **enhancing the take-up of sports opportunities by 5-16 year olds to deliver an increase in the % of school children spending a minimum of two hours per week on high quality PE and school sport (85% by 2008 in England) [DCMS PSA 1]**
 - **halting the year on year rise in obesity among children under 11 by 2010, in the context of a broader strategy to tackle obesity in the population as a whole [DCMS PSA 2]**

HOW WILL THE AIMS BE ACHIEVED?

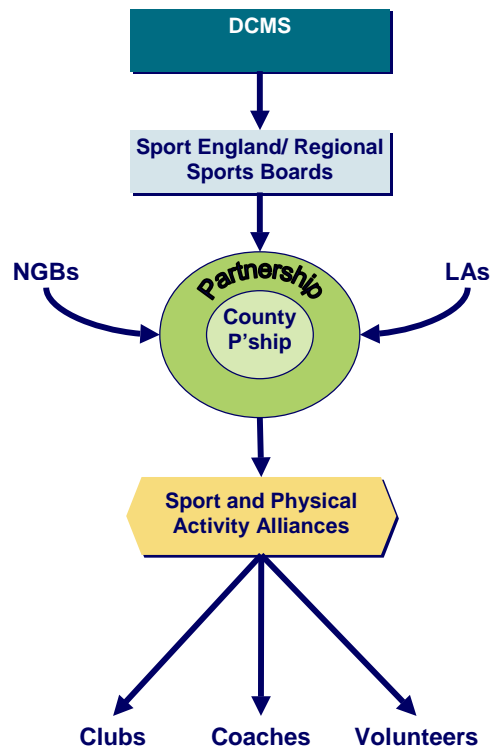
- 3 Sport England will shortly be investing between £150,000 and £500,000 over a three year period in each local authority area. There is an intention that the local authority will be able to treble that amount (on a 2:1 ratio) from other resources, including from LAA/ LPSA partners, where applicable. This investment strategy is being jointly co-ordinated with the County Sports Partnerships.
- 4 The investment will be predicated on the formation of a Sport & Physical Activity Alliance ('SPAA') in each local authority area. This will include representation from the Local Strategic Partnership, education (all tiers), PCT, community safety agencies, voluntary/ community sector, governing bodies of sport etc. Each 'SPAA' will prepare an Action Plan which will reflect local needs with reference to the Community Plan / LSP, and will set out how **PARTICIPATION AND ACCESS TARGETS** both by **16+** and **school age children** will be strengthened, and what future investment targets are needed to support sport and physical activity in the area: this will include investment in clubs, coaches, volunteers and talent pathways for aspiring performers. There will be a shared set of performance targets, with clearly defined roles and responsibilities.

'SPORT PLAYING ITS PART'

- 5 Sport England has recently published an advocacy document entitled 'Sport Playing its Part', which sets out the ways in which sport and physical activity can contribute to community priorities. It is important that this approach is used to advocate for sport in Local Area Agreements and Local Public Service Agreements.

WHAT DO LOCAL AUTHORITIES AND THEIR PARTNERS NEED TO DO?

- 6 **In view of the investment which Sport England is making in Sport and Physical Activity Alliances in local authority areas, it is strongly recommended that those local authorities currently negotiating LAAs will make efforts to show how sport and physical activity will play a major role in supporting and delivering their Community Plan / LAA targets.**



ACTIVE SOLUTIONS FOR LOCAL COMMUNITIES
INCREASING PARTICIPATION AND WIDENING ACCESS